

## **Abstract**

The bachelor thesis „The usage of sport news service of Czech News Agency from the Olympic Games in Vancouver 2010 in the newspaper Sport“ deals with a media coverage of extraordinary important sport event aiming to find out the extend of today's dependence of print newspapers on the service of the press agency.

The research is based on the example of the Olympic Winter Games in Vancouver, one of the most important sport events of 2010, and it surveys the production of sport section of Czech News Agency and the only Czech newspaper focused on sport. The thesis is focused on comparison of the Olympics' news service in the agency and in the newspaper and it covers the period beginning one week before the start of the Olympics and ending one week after the end of the Olympics.

It traces the amount of agency's news used by Sport and it finds out whether the newspaper regularly adopted specific kind of news. The thesis also explores whether the journalists in Sport somehow worked more on the agency news or left them in their original form.

In the times of on-line media expansion when the on-line news servers use the service from agencies very frequently, the newspaper should not just copy the news from the Czech News Agency. Consequently, the thesis focuses on the approach of the newspaper to agency's news. Aside from the printed news, the thesis also focuses on the usage of photographic service of Czech News Agency in Sport. It is researching whether the Sport's own photographs prevailed or the newspaper preferred photographs from other sources.